Market Research/Competitive Analysis

Bowie State University - College of Business
14000 Jericho Park Road
Center for Business and Graduate Studies
Bowie, Maryland 20715-9645

BOWIE
STATE UNIVERSITY
Prepare For Life
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INTRODUCTION

The purpose of this competitive analysis/market research is to explore and compare factors of select post-secondary institutions within the Washington Baltimore and Richmond corridors and how they compare to Bowie State University's College of Business. This report will focus on the business program offerings at both the undergraduate and graduate levels. It will also provide an analytic view of how Bowie State University's College of Business compares to other Colleges and University's in the following categories:

⇒ Program Offerings  ⇒ Growth Potential
⇒ Admissions Criteria  ⇒ Target Markets
⇒ Location  ⇒ Image
⇒ Tuition  ⇒ Marketing Strategy
⇒ School Size  ⇒ Class Availability

Information gathered for this comparison will be used to assist Bowie State University's College of Business:

- Determine how Bowie State University, College of Business compares to selected competitors within the Washington Metropolitan Area
- Understand why students do or do not choose Bowie State University, College of Business
- Assess the appeal of current competitive offerings
- Use gathered information to provide input into future marketing strategies to stimulate growth in the number applicants and students

CONSUMER

To conduct the market research and gather information the following four main audiences were targeted:

- Current students enrolled in Bowie State University, College of Business
- Alumni (Undergraduate and Graduate Students) of the College of Business program: Undergraduate Alum 2008, Undergraduate Alum 2009, and Graduate Alum Various Years
- Prospective students admitted but, not enrolled in Bowie State University, College of Business for the following semesters: Fall 2007 Undergraduate, Fall 2008 Undergraduate, Fall 2007 Graduates and Summer 2008
• Area employers in the Washington Metropolitan Area from the following business sectors: Federal Government, Local Government, and Private Corporations

**Research Instruments**

Combinations of online, written and mail-in surveys were used as market research instruments to gather information from the four potential audience types.

Respondents were able to choose answers from a questionnaire that was simplistic in style and offered a mixture of close ended questions. Questions consisted of multiple choice and scales; questions that ask respondents to rank their answers or measure their answers at certain point on a scale.

The respondents were contacted through one or more of the following methods; Email, United States postal service and or On-campus survey administration.

**Competitors**

The following Colleges and Universities where considered competitors that offer programs and services that are seeking the same consumer capital as Bowie State University, College of Business:

- Coppin State University
- Frostburg University
- Hampton University
- Howard University
- Morgan University
- Prince Georges Community College
- Salisbury University
- Towson University
- University of MD College Park
- University of MD Eastern Shore

These institutions are a mixture of historically black, traditionally white, and a community college. They are located within or no more than three hours from the Washington Metropolitan area. Each of the Colleges and Universities maintain an internet presence which serves as the official place for consumers to find information on programs, admissions, registration, housing etc.
Competitive Analysis/Market Research

Undergraduate Competitor Results – Report
I. **Naming Rights of Colleges/Schools**

Three (3) competitors have named colleges/schools of business:

- **Morgan State University**  
  *Earl G. Grave School of Business and Management*  
  1995  
  $1 Million to advance business education

- **Salisbury University**  
  *Franklin P. Perdue School of Business*  
  1982  
  $Private Multi-Million Dollar Endowment

- **University of Maryland College Park**  
  *Robert H. Smith School of Business*  
  1998  
  $15 Million Endowment gift

Securing naming rights of buildings afford colleges/schools the ability to provide funding for programming and services, scholarships, endowments, etc... Perceived value of these colleges/schools increase for prospective students.
II. **WEBSITES**

Each competitor had a web presence. They use their presence as a tool to provide information pertinent to their Business College/School, giving prospective students and parents unlimited access to valuable information.

The competitor's web links were used as one of the instruments to gather information for Undergraduate Competitor research. Discovery on the competitor's web links are as follows:

- Initial phone contact to all competitors revealed that only two (2) colleges/schools (*Towson University and University of Maryland College Park*) were willing to mail marketing collateral; all others suggested visiting the college/school web links

- All competitors' web links were user friendly

- All competitors housed the same basic general information about their programs/departments, Dean/Faculty, contact information, etc.

- Competitors with accreditations, showcased them on their homepage

- In speaking with each competitor we were always directed to the web link for more information

- No competitor has their own website all were web pages to the University's main website
Recommendations
Bowie State University's College of Business Web Page

First impressions are powerful. They have the ability to set the user's expectations. Bowie State University's (BSU) College of Business should enhance the current image and content of it's webpage to reflect the same type of quality services and education it provides. Below are a few recommendations:

• Keep all data on BSU College of Business web page updated monthly. Outdated information can be perceived by the user as an indication that BSU College of Business does not place value on keeping their web visitors updated with current information. Remember, the user's main purpose for visiting the web page is to gain valid and current information.

• Display BSU College of Business accreditation (s) on the web page homepage. Make sure the placement is highly visible. Included a brief statement on the value of the accreditation to BSU College of Business and it's students.

• Redesign the homepage to include information that users might want quickly; such as, Accreditation, Faculty Achievements & Research, Prospective Students (Why they should choose BSU COB), Newsletter (Desktop graphic printable PDF), Program Offering, Alumni, etc.

• In the redesign of the homepage; remove the Message from the Dean from the homepage as the main focal point. Create a link that would house the Message from the Dean.

• Develop uniformity of information. Keep the length of content brief and to-the point to ensure the webpage (s) do not appear too text heavy. This will encourage the user to read more as they browse through the BSU College of Business web page (s).

• Develop a professional printable PDF brochure for each undergraduate and graduate program to be placed on the BSU College of Business webpage.

• User should be able to view a PDF and be rerouted back to BSU College of Business homepage; currently users are made to exit completely from the site without the ability to go back. It is very important to allow users to stay on the BSU College of Business web page as long as possible.
COMPETITOR WEB LINKS

Coppin State University
www.Coppin.edu/MSMIS

Frostburg State University
www.frostburg.edu/colleges/cob/

Hampton University
www.hamptonu.edu/academics/schools/business/

Howard University
www.bschool.howard.edu/

Salisbury University
www.salisbury.edu/Perdue

Morgan State University
www.morgan.edu/academics/SBM/academic/sbm

Prince George’s Comm. College
www.pgcc.edu/prospective/areasOfStudy/academicDivisions/behavSocBusDiv

Towson State University
www.towson.edu/cbe

University of MD College Park
www.smith.umd.edu

University of MD Eastern Shore
www.umes.edu/sbt/
III. Enrollment

<table>
<thead>
<tr>
<th>Institution</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bowie State University</td>
<td>1000</td>
</tr>
<tr>
<td>Coppin State University</td>
<td>300</td>
</tr>
<tr>
<td>Frostburg State University</td>
<td>500</td>
</tr>
<tr>
<td>Hampton University</td>
<td>1000</td>
</tr>
<tr>
<td>Howard University</td>
<td>1500</td>
</tr>
<tr>
<td>Salisbury University</td>
<td>500</td>
</tr>
<tr>
<td>Morgan State University</td>
<td>1000</td>
</tr>
<tr>
<td>Prince George's Community College</td>
<td>300</td>
</tr>
<tr>
<td>Towson State University</td>
<td>3300</td>
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<tr>
<td>University of Maryland College Park</td>
<td>6000</td>
</tr>
<tr>
<td>University of Maryland Eastern Shore</td>
<td>375</td>
</tr>
</tbody>
</table>

*Note: All numbers are from fall 2008 to spring 2009.

IV. Total Number of Faculty

<table>
<thead>
<tr>
<th>Institution</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bowie State University</td>
<td>49</td>
</tr>
<tr>
<td>Coppin State University</td>
<td>10</td>
</tr>
<tr>
<td>Frostburg State University</td>
<td>43</td>
</tr>
<tr>
<td>Hampton University</td>
<td>36</td>
</tr>
<tr>
<td>Howard University</td>
<td>180</td>
</tr>
<tr>
<td>Salisbury University</td>
<td>25</td>
</tr>
<tr>
<td>Morgan State University</td>
<td>72</td>
</tr>
<tr>
<td>Prince George's Community College</td>
<td>15</td>
</tr>
<tr>
<td>Towson State University</td>
<td>80</td>
</tr>
<tr>
<td>University of Maryland College Park</td>
<td>190</td>
</tr>
<tr>
<td>University of Maryland Eastern Shore</td>
<td>16</td>
</tr>
</tbody>
</table>

*Note: All numbers include full and part-time positions.

V. Housing

- All chief competitors provide campus housing with the exclusion of Prince George's Community College
VI. TUITION

In-State*

Bowie State University ............................................. $4,286
Coppin State University ........................................... $3,527
Frostburg State University ....................................... $5,000
Hampton University ................................................ $15,464
Howard University .................................................. $15,270
Salisbury University ............................................... $4,814
Morgan State University .......................................... $6,548
Prince George’s Community College ........................... $4,008
Towson State University .......................................... $5,180
University of Maryland College Park ......................... $8,005
University of Maryland Eastern Shore ....................... $4,112

*Note: Chart shows annual tuition cost a full-time student earning 12 credit hours

Out-of-State*

Bowie State University ............................................. $14,506
Coppin State University ........................................... $11,752
Frostburg State University ....................................... $15,196
Hampton University ................................................ $15,464
Howard University .................................................. $15,270
Salisbury University ............................................... $13,310
Morgan State University .......................................... $15,418
Prince George’s Community College ........................... $8,120
Towson State University .......................................... $15,994
University of Maryland College Park ......................... $23,076
University of Maryland Eastern Shore ....................... $10,900

*Note: Chart shows annual tuition cost for a full-time student earning 12 credit hours

VII. ONLINE COURSES

All competitors offered some type of online courses in business.
VIII. ADMISSIONS CRITERIA

Bowie State University
- GPA of 2.0
- SAT 900
- ACT 19

Coppin State University
- GPA of 2.0

Frostburg State University
- GPA of 3.0
- SAT 850-1000 (Reading/Math)
- ACT 20

Hampton University
- GPA of 3.0
- SAT 1050
- ACT 24

Howard University
- GPA of 3.0
- SAT 1020

Salisbury University
- GPA 3.5

Morgan State University
- GPA of 2.0
- SAT 850
- ACT 17

Prince George's Community College
- High School Diploma

Towson State University
- GPA of 2.0

University of Maryland College Park
- GPA of 3.5
- SAT 1300-1500

University of Maryland Eastern Shore
- GPA of 2.5
- SAT 750-849
IX. PROGRAM OFFERINGS AND # OF CREDITS TO RECEIVE DEGREE

Bowie State University 120 credits

Accounting, Finance, and Economics

  Accounting
  Banking & Finance
  Economics

Management Information Systems

  Business Information Systems

Management, Marketing and Public Administration

  General Business
  Management
    Small Business/Entrepreneurship
    Industrial Relations
  Marketing

Coppin State University

Management Science 120 credits

  Accounting
  Banking & Finance
  Economics
  Marketing
  Information Systems

Entertainment Management 122 credits
<table>
<thead>
<tr>
<th>PROGRAM OFFERINGS AND # OF CREDITS TO RECEIVE DEGREE - CONTINUE</th>
</tr>
</thead>
</table>

**Frostburg State University**

<table>
<thead>
<tr>
<th>Program</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>92</td>
</tr>
<tr>
<td>Business Management</td>
<td>79</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>General Management</td>
<td></td>
</tr>
<tr>
<td>Human Resource Management</td>
<td></td>
</tr>
<tr>
<td>Integrated Business</td>
<td></td>
</tr>
<tr>
<td>International Business</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Economics</td>
<td>42</td>
</tr>
</tbody>
</table>

**Hampton University**

<table>
<thead>
<tr>
<th>Program</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>125</td>
</tr>
<tr>
<td>Banking</td>
<td>126</td>
</tr>
<tr>
<td>Finance</td>
<td>122</td>
</tr>
<tr>
<td>Economics</td>
<td>125</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>125</td>
</tr>
<tr>
<td>Management</td>
<td>128</td>
</tr>
<tr>
<td>Marketing</td>
<td>125</td>
</tr>
<tr>
<td>Prof. Tennis Mgmt Emphasis</td>
<td>126</td>
</tr>
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</table>

**Howard University**

<table>
<thead>
<tr>
<th>Program</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>124-126</td>
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<tr>
<td>Finance</td>
<td>121-133</td>
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<tr>
<td>Insurance</td>
<td>121-123</td>
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<tr>
<td>Insurance- Actuarial Science</td>
<td>121-123</td>
</tr>
<tr>
<td>International Business</td>
<td>127-129</td>
</tr>
<tr>
<td>Information Systems and Decision Sciences</td>
<td>121-123</td>
</tr>
<tr>
<td>Hospitality Management</td>
<td>121-123</td>
</tr>
<tr>
<td>Management</td>
<td>121-123</td>
</tr>
<tr>
<td>Marketing</td>
<td>121-123</td>
</tr>
</tbody>
</table>
## Program Offerings and # of Credits to Receive Degree - Continue

### Salisbury University

<table>
<thead>
<tr>
<th>Program</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>120</td>
</tr>
<tr>
<td>Business Administration</td>
<td>120</td>
</tr>
<tr>
<td>Individualized, International, Economic Tracks</td>
<td></td>
</tr>
<tr>
<td>Economics</td>
<td>120</td>
</tr>
<tr>
<td>Finance</td>
<td>120</td>
</tr>
<tr>
<td>Information Systems</td>
<td>120</td>
</tr>
<tr>
<td>Management</td>
<td>120</td>
</tr>
<tr>
<td>Marketing</td>
<td>120</td>
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</table>

### Morgan State University

<table>
<thead>
<tr>
<th>Program</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>120</td>
</tr>
<tr>
<td>Business Administration</td>
<td>121</td>
</tr>
<tr>
<td>Management</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Hospitality Management</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td>122</td>
</tr>
<tr>
<td>Information Science/Systems</td>
<td>127</td>
</tr>
</tbody>
</table>

### Prince George's Community College*

<table>
<thead>
<tr>
<th>Program</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>60</td>
</tr>
<tr>
<td>Business Administration</td>
<td>62</td>
</tr>
<tr>
<td>Business Management</td>
<td>62</td>
</tr>
<tr>
<td>Hospitality Services</td>
<td>61</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>62</td>
</tr>
</tbody>
</table>

*Note: This is for an A.A.S. Degree, except for Accounting which is an A.S. Degree*
PROGRAM OFFERINGS AND # OF CREDITS TO RECEIVE DEGREE - CONTINUE

Towson State University

Accounting 120 credits
Business Administration 120 credits

Entrepreneurship
Finance
Financial Planning
Human Resource Management
International Business
Legal Studies
Management
Marketing

E-Business 120 credits
Economics 120 credits

University of Maryland College Park

Accounting 120 credits
Finance 107 credits
General Business 107 credits
Information Systems 107 credits
International Business 107 credits
Logistics, Transportation, & Supply Chain Mgmt 107 credits
Marketing 107 credits
Operations Management 107 credits

University of Maryland Eastern Shore*

Accounting 120 credits
Business Administration 120 credits
Business Education 120 credits

*Note: All program offers are for majors only
<table>
<thead>
<tr>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Business</td>
<td>3hrs</td>
</tr>
<tr>
<td>Principles of Accounting 1 and II</td>
<td>6hrs</td>
</tr>
<tr>
<td>Principles of Finance</td>
<td>3hrs</td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>3hrs</td>
</tr>
<tr>
<td>Principles of Management</td>
<td>3hrs</td>
</tr>
<tr>
<td>Organizational Behavior</td>
<td>3hrs</td>
</tr>
<tr>
<td>Business Law I and II</td>
<td>6hrs</td>
</tr>
<tr>
<td>Money and Banking</td>
<td>3hrs</td>
</tr>
<tr>
<td>Business and Economics Statistics</td>
<td>3hrs</td>
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<tr>
<td>Economics Elective (300 or 400 level)</td>
<td>3hrs</td>
</tr>
<tr>
<td>Business Strategy and Policy</td>
<td>3hrs</td>
</tr>
<tr>
<td>Electronic Commerce/Sch. Of Business Elec.</td>
<td>3hrs</td>
</tr>
<tr>
<td>Production and Operation Management</td>
<td>3hrs</td>
</tr>
<tr>
<td>Quantitative Methods for Decision Making</td>
<td>3hrs</td>
</tr>
</tbody>
</table>
Coppin State University - Core Courses

Management Science

Introduction to Business & Entrepreneurial Economics 3hrs
Technology Fluency 3hrs
Financial Accounting I 3hrs
Financial Accounting II 3hrs
Principles of Economics II 3hrs
Mathematics for Management 3hrs
Human Relations and Organizational Behavior 3hrs
Marketing for Managers 3hrs
Legal Analysis of the Management Process 3hrs
Managerial Statistic 3hrs
Dynamics of Management 3hrs
Financial Management 3hrs
Small Systems Software 3hrs
Management Science I 3hrs
Production & Operations Management 3hrs
Managerial Communications 3hrs
Seminar in Management Science 3hrs
Forecasting for Management & Economics 3hrs
Frostburg State University - Core Courses

Business Management
Financial Accounting 3hrs
Managerial Accounting 3hrs
Legal Environment of Business 3hrs
Professional Development I 2hrs
Management of Organizations 3hrs
Operations Management 3hrs
Leadership & Human Behavior 3hrs
Principles of Marketing 3hrs
Corporate Finance 3hrs
Professional Development II 1hrs
Business Ethics & Social Responsibility 3hrs
Business Policy and Strategy 3hrs

Hampton University - Core Courses

Business Management
Management 300* 3hrs
Management 312* 3hrs
Management 321* 3hrs
Management 402* 3hrs
Management 499* 3hrs

*Note: No other titles given
Howard University - Core courses

**Business Management**

- Business Orientation  3hrs
- Career Counseling    2hrs
- Accounting Principles I  3hrs
- Business Law I        3hrs
- Business Communications  3hrs
- Statistics I          3hrs
- Management Info Systems  3hrs
- Quantitative Business Analysis  3hrs
- Productions & Operations Managerial  3hrs
- Managerial Economics  3hrs
- Principles of Finance  3hrs
- Principles of Marketing  3hrs
- Management and Organizational Behavior  3hrs
- Entrepreneurship  3hrs
- Business Policy  3hrs

Salisbury University - Core Courses

**Business Administration**

- Financial Management  3hrs
- Operations Mgmt     3hrs
- Mgmt. and Org Behavior  3hrs
- Personal and Professional Development  0hrs
- Business & Society  3hrs
- Strategic Mgmt     3hrs
- Business Students Prof Portfolio  0hrs
- Principles of Marketing Mgmt  3hrs
Morgan State University - Core Courses

Business Administration

Entrepreneurship 3hrs
Fund. of Risk Mgmt 3hrs
Prin. of Real Estate 3hrs
Business Law 3hrs
Adv. Entrepreneurship 3hrs

Prince George's Community College - Core Courses

Business Management — Program Concentration

Introduction to Business 3hrs
Principles of Management 3hrs
Financial Planning and Investments 3hrs
Human Resource Management 3hrs
International Management 3hrs
Principles of Accounting I 3hrs

Or

Accounting for Managers 3hrs
Business Law I 3hrs
Entrepreneurship 3hrs

Or

Strategic Management 3hrs
Towson State University - Core Courses

Business Administration

*Lower Level*
Accounting Principles I 3hrs
Accounting Principles II 3hrs
Microeconomic Principles 3hrs
Macroeconomic Principles 3hrs
Statistics for Business and Economics I 3hrs
Basic Statistics 3hrs
Legal Environment of Business 3hrs

*Upper Level*
Business Cornerstone 3hrs
Professional Experience 3hrs
Principles of e-Business 3hrs
Statistics for Business and Economics 3hrs
Principles of Financial Management 3hrs
Principles of Marketing 3hrs
Information Technology 3hrs
Principles of Management 3hrs
Principles of Operations Management 3hrs
International Business: Theory and Practice 3hrs
Business Strategy and Policy 3hrs

University of Maryland College Park - Core Courses

Business Administration

Introduction to information Systems 3hrs
Business Finance 3hrs
Marketing Principles 3hrs
Management and Organization 3hrs
Career Search Strategies and Business 3hrs
Business Law 3hrs
Business Policies 3hrs
University of Maryland Eastern Shore - Core Courses

Business Administration

Operations Research and Decision Theory 3hrs
International Business 3hrs
Production Management 3hrs
Small Business Management and Entrepreneurship 3hrs
Marketing Management 3hrs
Sales Management or 3hrs
Retail Management
Advertising Management 3hrs
Consumer Theory and Behavior 3hrs
Competitive Analysis/Market Research

Undergraduate Competitor Results - Charts/Graphs
Note: These numbers represent approximate numbers. Actual numbers can be found in the Complete Results Report.
These numbers include full and part-time positions.

Note: All numbers were obtained from calling the individual business college/school.

Top (3) Lowest Business Student Enrollment - Fall 2008

- University of Md-Clinical Science
- Prince Georges Comm. College
- Coppin State University

Top (5) Highest Business Student Enrollment - Fall 2008

- Pennsylvania State University
- Hofstra University
- University of Md-College Park
- Towson State University
- Howard University
<table>
<thead>
<tr>
<th>University/College</th>
<th>Campus Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of MD-Eastern Shore</td>
<td>Yes</td>
</tr>
<tr>
<td>Towson State University</td>
<td>Yes</td>
</tr>
<tr>
<td>University of the Carolinas</td>
<td>Yes</td>
</tr>
<tr>
<td>Morgan State University</td>
<td>Yes</td>
</tr>
<tr>
<td>Salisbury University</td>
<td>Yes</td>
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<tr>
<td>Howard University</td>
<td>Yes</td>
</tr>
<tr>
<td>Hampton University</td>
<td>Yes</td>
</tr>
<tr>
<td>Frostburg State College</td>
<td>Yes</td>
</tr>
<tr>
<td>Coppin State University</td>
<td>Yes</td>
</tr>
<tr>
<td>Bowie State University</td>
<td>Yes</td>
</tr>
<tr>
<td>University</td>
<td>Tuition Cost 2009-2010</td>
</tr>
<tr>
<td>------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>University of MD-Eastern Shore</td>
<td>N/A</td>
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<td>Bowie State University</td>
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</table>

Note: Chart shows annual tuition cost (outside of Fall 2009 Tuition costs for both sessions)

* Tuition for Bowie State University uses Fall 2009 Tuition costs for both sessions.
Note: Chart shows annual tuition cost (only) for a full-time student (12 hours)